



**PennState**  
Donald P. Bellisario  
College of Communications

# MEDIA STUDIES

Students study the role and impact of the media on society in this theory-based, research-driven major. Students explore the relationship between media and the public, analyze media messages and technologies, and examine their effects on individuals and cultures.

Coursework covers a wide range of topics, including message analysis, media psychology, public opinion, global media, film studies, game studies and human-computer communication. Students can customize their studies by specializing in film and television studies, media effects, international communications, or society and culture.

The major provides a broad education in mediated communications. Graduates often go on to work in the media industry, with government or international agencies, or continue their education in graduate school.

## Intern & Work Opportunities

**Forbes**

**MIRAMAX**  
A BEIN MEDIA GROUP COMPANY



CENTRAL  
INTELLIGENCE  
AGENCY

**NBCUniversal**



WARNER BROS.



## Personal Qualifications

- ✓ Ability to think critically and logically
- ✓ Analytical ability and an interest in research
- ✓ Attention to detail
- ✓ Appreciation and understanding of pop culture
- ✓ Curious and inquisitive
- ✓ Excellent verbal and written communication skills
- ✓ Observant
- ✓ Passion for media

## Course Topics

- Cultural Aspects of the Mass Media
- Mass Communication Research
- Mass Media and the Public
- Mass Media and Society
- Media Effects
- Political Economy of Communications
- World Media Systems

## Career Possibilities

- Colleges, Universities
- Consulting Firms
- Government Agencies
- Law Firms
- Movie Studios
- Nonprofit Organizations
- Radio, TV Stations

## Job Titles

- Associate Producer
- Artistic Manager
- Media Planner
- Producer
- Professor
- Production Assistant
- Researcher
- Technical Director